



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Schmeyer)
Serial No.: 09/802,082) Examiner: Daniel Lastra
Filed: 03/08/2001) Group Art Unit: 3622
Title: System and Method for Providing)
Consumer Rewards) Docket No. 35352.01.8001
)

RESPONSE TO OFFICE ACTION

The Office Action dated February 9, 2005 has been received and its contents carefully noted. Claims 1-23 are pending in this application. Claims 1-23 have been rejected. In response to the above-mentioned Office Action, please consider the following Amendments and Remarks.